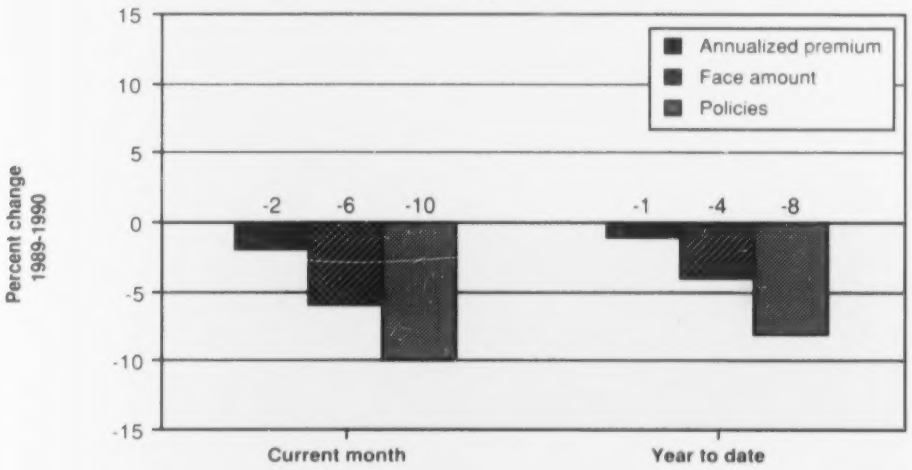
16225-2

I/R Code 47.40
April 1990

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

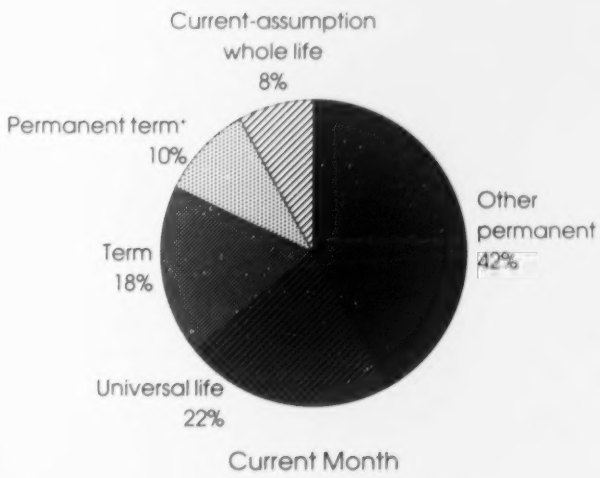
Individual Sales

36 Companies

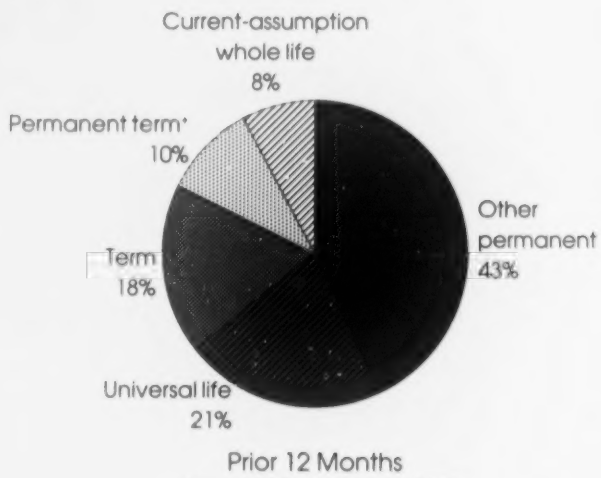


Annualized Premium Market Share by Product

27 Companies Representing 82 Percent of April Sales



Current Month



Prior 12 Months
(April 1989 - March 1990)

* Estimate based on 17 companies

LIMRA INTERNATIONAL

Profit from our research.

Sales Comparisons with Last Year

Ratio 1990/1989

		Annualized premiums	Face amount	Number of policies
Permanent term (16 cos.)	Month	116%	107%	110%
	Year to date	118%	116%	112%
All other term (22 cos.)	Month	97%	97%	97%
	Year to date	102%	98%	98%
Universal life (19 cos.)	Month	105%	110%	107%
	Year to date	113%	118%	113%
Current-assumption whole life (10 cos.)	Month	92%	99%	99%
	Year to date	98%	97%	97%
All other permanent (22 cos.)	Month	83%	80%	75%
	Year to date	85%	82%	79%

Policy Characteristics by Product

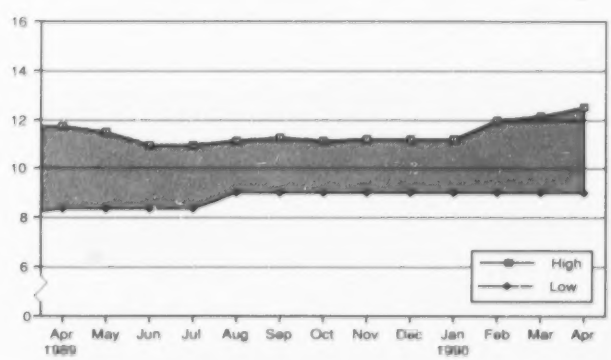
		Premium per $1,000	Average size policy	Premium per policy
Permanent term (16 cos.)	Month	$ 7.17	$ 86,242	$ 619
	Year to date	$ 6.95	$ 92,465	$ 643
	Year-to-date ratio	101%	103%	105%
All other term (22 cos.)	Month	$ 2.96	$ 175,186	$ 519
	Year to date	$ 2.99	$ 177,292	$ 531
	Year-to-date ratio	103%	100%	104%
Universal life (19 cos.)	Month	$ 9.02	$ 96,946	$ 874
	Year to date	$ 8.90	$ 96,997	$ 863
	Year-to-date ratio	96%	105%	100%
Current-assumption whole life (10 cos.)	Month	$ 8.12	$ 40,397	$ 328
	Year to date	$ 8.22	$ 41,143	$ 338
	Year-to-date ratio	101%	100%	101%
All other permanent (22 cos.)	Month	$ 11.51	$ 54,003	$ 622
	Year to date	$ 11.44	$ 52,987	$ 606
	Year-to-date ratio	103%	104%	107%

Universal Life

Interest Rates This Month

Median	11.00%
Range	9.00% - 12.52%
Range of middle 50%	10.25% - 11.65%
Number of companies reporting	15
Number of plans reported	39
Number of new plans	0
Number of plans dropped	0
Number of plans showing. . .	
No change	24
Increases	15
Average increase	0.45%
Decreases	0
Average decrease	--

13-Month Interest Rate Range



Contributors' Growth Rates

Change in Annualized Premium

Year to Date

Percent change 1989 - 1990	Number of companies... Group I	Group II	Group III	All
21% or over	0	2	2	4
11% – 20%	**3**	**1**	**2**	**6**
1% – 10%	4	2	7	13
-9% – 0	**2**	**2**	**1**	**5**
-19% – -10%	0	2	1	3
-20% or under	**1**	**3**	**1**	**5**

Total Sales

Revised Through Current Month

	Annualized premium (000)			Face amount (000)			Number of policies		
	1989	1990	Ratio 90/89	1989	1990	Ratio 90/89	1989	1990	Ratio 90/89
January	$ 34,196	$ 32,640	95%	$ 5,095,609	$ 4,954,628	97%	58,199	52,553	90%
February	42,351	40,796	96	6,520,633	5,959,571	91	74,196	66,221	89
March	46,392	48,923	105	6,806,657	6,983,001	103	78,754	77,551	98
April	44,845	43,736	98	6,637,598	6,260,044	94	77,283	69,524	90
May	48,364			7,259,589			82,777		
June	52,527			7,668,284			83,947		
July	41,955			6,135,231			66,361		
August	39,883			5,802,971			61,999		
September	42,172			6,218,592			73,203		
October	47,349			6,876,989			78,912		
November	52,337			7,445,691			82,674		
December	54,267			7,587,966			77,191		
Year total	$546,638			$80,055,810			895,496		
Year to date	$167,784	$166,095	99%	$25,060,497	$24,157,244	96%	288,432	265,849	92%

	Premium per $1,000			Average size policy			Premium per policy		
	1989	1990	Ratio 90/89	1989	1990	Ratio 90/89	1989	1990	Ratio 90/89
January	$ 6.71	$ 6.59	98%	$ 87,555	$ 94,279	108%	$ 588	$ 621	106%
February	6.49	6.85	106	87,884	89,995	102	571	616	108
March	6.82	7.01	103	86,429	90,044	104	589	631	107
April	6.76	6.99	103	85,887	90,041	105	580	629	108
May	6.66			87,701			584		
June	6.85			91,347			626		
July	6.84			92,452			632		
August	6.87			93,598			643		
September	6.78			84,950			576		
October	6.89			87,148			600		
November	7.03			90,061			633		
December	7.15			98,301			703		
Year total	$ 6.83			$ 89,398			$ 610		
Year to date	$ 6.70	$ 6.88	103%	$ 86,885	$ 90,868	105%	$ 582	$ 625	107%

April Sales by Size Group

		Annualized premium (000)		Face amount (000)		Number of policies	
		1989	1990	1989	1990	1989	1990
Group I	Month	$ 27,474	$ 26,514	$ 3,685,539	$ 3,641,554	47,107	44,716
	Year to date	$102,055	$105,418	$13,840,603	$14,472,504	175,959	174,277
Group II	Month	$ 12,624	$ 12,664	$ 2,156,597	$ 1,949,852	21,952	17,637
	Year to date	$ 47,717	$ 43,043	$ 8,167,769	$ 6,938,359	80,909	62,616
Group III	Month	$ 4,747	$ 4,558	$ 795,462	$ 668,638	8,224	7,171
	Year to date	$ 18,012	$ 17,634	$ 3,052,125	$ 2,746,381	31,564	28,956

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance — annualized premiums, face amount (volume), and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The results are based on the experience of 36 companies plus four subsidiary companies operating in Canada. The contributors represent 78 percent of the 1988 Canadian ordinary volume sold and 80 percent of 1988 first-year collected premiums. Since no industry data are available on total annualized new ordinary premiums, the proportion of annualized premiums represented by these contributors cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

Company corrections are incorporated on a monthly basis to provide contributors with the most up-to-date information.

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—Market Research

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Contributors

Group I
Canada Life
Great-West Life†
Industrial-Alliance Life†
London Life†
Manufacturers Life†
Metropolitan Life†
(includes Metropolitan Life of Canada)
Mutual Life of Canada†
North American Life (Canada)†
Prudential of America†
Sun Life of Canada†

Group II
Commercial Union Life of Canada
Confederation Life
Co-operators Life
Crown Life†
La Laurentienne†
National Life of Canada
New York Life†
(includes New York Life of Canada)
Prudential of England
(includes Prudential Life of England)
Seaboard Life†
Sovereign Life (Canada)†
Transamerica Occidental Life†
(includes Transamerica Life of Canada)
Zurich Life of Canada†

Group III
Allstate Life of Canada†
Assumption Mutual Life
Assurance-Vie Desjardins
COLONIA Life†
Equitable Life of Canada†
Financial Life of Canada†
Knights of Columbus†
Laurier Life†
Lutheran Life of Canada†
Royal Life (Canada)†
La Sauvegarde†
La Solidarite
State Farm Life†
L'Union-Vie†

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on the sum of first-year and renewal direct-written ordinary life premium income as of December 31, 1986.

† Company is included in product market share chart

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